



These Toasted Corn Flakes are most nourishing with milk, cream or fruit. Order a package from your grocer today.

A dish in every package.

Orange Maize

HON. FRANK OLIVER DENOUNCES HYPOCRISY

(Continued from Page 1)

this West, and yet as unmercifully dear. Now, with yet so unmercifully, applies with heart so very much more.

I have a gentleman here a member of the audience.

He has a gentleman say, if I understand him right, that he if we admit fruit trees we will sweep the business of the apple grower.

Now I would ask that gentleman, why under Heaven should the apple grower of the West live at the expense of the wheat grower of the prairie?

The apple grower of the West is the apple grower of the world.

That he has a right to such privilege?

It certainly is not, and that is the reason that the agreement which necessitated this reciprocity agreement.

The apple grower of the West is not unkind to you than you on him.

It is not a fundamental principle of protection to discriminate in favor of those who have the right to live at the expense of the people.

What is the principle of protection?

The principle of protection is the principle of the right to live at the expense of the people.

Now I would ask that gentleman, if you have the right to establish this protection, that reciprocity is not important.

At the present time the production of apples in the U.S. is not large enough to compete with the production of apples alone in the market of these prairies.

So long as that condition prevails the apple grower of the West will live on you.

But so soon as the apple grower gets in the position you are in the West, he will sweep you off the map.

Then protecting him is no good to him.

He then stands in a new light.

It right or fair that you who have fought the elements in the northern part of the country, and have been bold and foresighted and have finally succeeded in making this great western prairie the apple basket of the world.

It is right or fair that you who have

done all this, and have been

so far ahead of the rest of the world, that you should be protected because of that.

That is the Columbia fruit growers

go on and get to the state where they have full protection. They will then have the right to live.

The Denominational Argument.

It is argued that because of this

the denationalization of the United States will lead to the denationalization of our country. Today only half of the total trade of Canada is with the United States. The proposal to reduce the tariff mainly in the two countries would mean that Canada will be done with greater profit than today. If a trade of four hundred million dollars does not increase the national income by a hundred million would not, particularly if done at more profit to ourselves, rather than to the United States, in addition mean the strengthening of Canadian national sentiment.

When Canada, a material country, was the lowest in the world in the thirty years prior to 1896 that her national life was also its lowest ebb. That year she was the second in the world in the period which ended in 1898, not less than a million Canadians out of a population of six million were in the United States and left to the most poverty in history.

His Taxes Was the Cause.

"And what was the cause?"

"I will tell you what was the cause. Those I represent are in a secret,"

replied Mr. Oliver.

"It was because

throughout the great part of the period the Canadian Parliament had

on a period of high taxes and

restricted trade and stuck to it for

so long that it was a curse to us.

It is just the kind of a policy they are trying to persuade you to vote for to-day.

Mr. White of L is returned as mem-

ber of parliament, but I do not want to see that continue.

That policy nearly destroyed it.

The culmination of amicable relations with the United States has been the fixed policy of the British empire, eliminating conflicts in the treaty of alliance, the alliance with the United States, the alliance with that colony, the premier of Canada was held up as a traitor.

"The Conservative party," declared

the spokesman of the interior, "is the vehicle of that disloyalty, etc."

And while the Conservatives are dis-

loyal, the opposition forces, is

campaigning Quebec on the ground

that the Canadian Parliament is a

crime of "shame."

The parliamentary colleagues of the leader of the opposition forces, the people as far as they can, attacking the government of Sir Wilfrid Laurier because it dared make a statement that was in the national de-

fence of the empire.

A voice—"Mr. Moore is not here."

"No, Mr. Moore is not here," replied

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CURZON BROS.

The Famous London Tailors

BEG TO ADVISE THEIR
NUMEROUS PATRONS AND FRIENDS, THAT
THEY HAVE EXTENDED THEIR AGENCY TO

H. Hindle
132 Jasper Ave. West

Who Holds a Complete Range
of All-British Materials



Tegler Block

The largest and most modern business block west of Winnipeg in the very heart of Edmonton's business section.

IT IS ABSOLUTELY FIRE PROOF. Besides being constructed throughout of reinforced concrete every possible fire protection is installed.

BUSINESS MEN! Consider what this means to you as protection and compare to the firetrap in which you are now housed.

A large safety vault will be installed on every floor.

FAST ELEVATOR SERVICE. Postal drop on every floor. Hot and cold water in every office. The owner has taken the precaution to install his own pump so that tenants will not have to depend on the premises previous city pressure.

FINISHING.—Special attention has been paid to this part of the block. In order to make the interior as artistic as possible, the finishing will be all in oak, with maple floors. The corridors will be mosaic tile.

IMPORTANT.—It is the intention and hope of the builder to make this building the permanent location and rendezvous of the best business and professional men in Edmonton, as the McArthur Block is in Winnipeg, and wishes to announce that any good and prominent tenants may before the building is completed suggest alterations in partitions to suit. Secure your floor space at once.

R. Tegler

PHONE 1531

318 JASPER EAST

SIR WILFRID ON THE ISLAND

Largest Audience Ever Assembled in Charlotte town Hears Premier

Charlotte, Sept. 1.—Sir Wilfrid Laurier, Hon. Mr. Postling and Hon. Mr. Martel arrived in Georgetown from Peterborough at ten o'clock after a very rapid trip during which the Premier was ill. When they arrived they proceeded by train to Moosonee, where upwards of two thousand and six hundred people were assembled, the largest audience ever gathered in a day for a similar demonstration.

After a short speech at seven length and was cordially received.

Borden in Megantic.

Megantic, Que., Sept. 1.—L. H. Borden was in Megantic on the busiest day of his eastern tour here to-night addressing a large meeting from the platform of the schoolroom, the fourth meeting which he addressed during the day, making at Cookshire, Sherbrooke, and Stanstead.

In quick succession here on the boundary line separating Quebec from the Maritimes, Mr. Borden's address was entitled to the higher notice, and imperial attention, and his opposition advanced for rejecting reciprocity, Canada, he said had achieved a great deal in the last year, and had no hesitancy to be handed over to the tender mercies of our good neighbor.

The speaker told his hearers that throughout the west and south Canada was progressing and improving themselves in a uncertain terms on the question of reciprocity. Borden said that the people claimed that what they had had would hold. The other opinion was that the Union of Farmers of Alberta, Farmers, and the Agricultural Council of the district to the Alberta government.

The hindering weather which seemed so ominous wasn't so bad.

According to Mr. Franklin, but

all data from data on the brain

came in, the weather has been

very heavy and the recent warm

sun and wind have had the effect

of breaking up the ground

which on account of its well developed, heavy soil was in a very

receptive condition for the growth

of the winter grain.

"I never saw wheat, oats or barley

looking better," continued Mr. Franklin.

Franklin said that the average

yield of wheat will be 70 bushels

to the acre. This average is

in the case of the winter wheat

which the frost has not affected

the crop, but in the case of the

spring wheat the acre

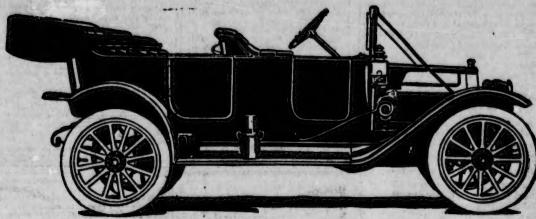
is not so good, but the acre

is not so

We feel that an explanation is due for the lateness of this announcement. It is some weeks overdue and it is pretty generally known that we have already delivered some of the 1912 models. Here are the facts: Some weeks ago we advised our dealers that we were to put out the largest automobile advertisement ever printed. We naturally expected an enthusiastic response in the next mail. Instead came scores of telegrams in this vein: "For goodness sake, don't you fellows at the factory ever consider the poor dealer and his trouble? You know we can't get enough 20's or 30's to supply our trade, there are three customers waiting for every car that comes from the factory. Why aggravate the present situation by publishing another ad. at this time?" So we have violated all rules, and proceeded to deliver the 1912 models without first announcing them. And now we publish only one page instead of two—just enough to advise you of the fact and yet keep our dealers in good humor.

More Value for Less Money

That, in a sentence, epitomizes our 1912 announcement of E-M-F "30" and Flanders "20" cars



E-M-F "30" Fore-Door Touring Car, \$1,400

Mohair Top, Brass Bound Windshield and Speedometer, \$110 extra

OWING TO INCREASED FACTORY FACILITIES—which will enable our plants to build 50,000 automobiles in 1912—10,000 E-M-F "30's" and 30,000 Flanders "20's" will be available. This is the reason why we are able to assure nearly meet the tremendous demands for this sterling product, but also, that, because of the increased output and the economies we are able to effect in manufacture, we can give the buyer the coming season actually better value than formerly and at \$50 less price in case of both E-M-F "30" and Flanders "20."

"THE WORLD DO MOVEY" said Galileo with the last gasp—and that's our only excuse for announcing any changes—note we do not say improvements—in either of our models for 1912.

JUST AT THIS TIME when other makers are tearing the air with declamations of their new and radically different models—condemning their product of the past by just so much as they proclaim the superiority of their forthcoming effort, we can say, "Our 1912 model is just as good as we sold in 1911—or 1910, 1909 or 1908."

CAN YOU APPRECIATE with what pride we make that statement—can you enjoy with us the exultation which comes from knowing that if in the future we can only give every buyer as great value for his dollar—as much satisfaction and pleasure in his purchase as in the past—we will have deserved the highest ambition of an honest business house?

TAKE FOR EXAMPLE our E-M-F "30" model. Never was there such a record of service and of satisfaction as the car has given its 30,000 owners. So flawless was that record, we have today 30,000 salesmen—all working for love.

DO YOU KNOW that E-M-F "30" is the oldest car in the world in its present form? It is its fourth year—and the list of changes that have been made from time to time were in external appearances only—we have kept up with the styles in body design.

NO OTHER POWER PLANT has ever been able to equal this in power and economy. But we can assure you we hold in our files several world's records for speed—34 miles an hour on Atlanta Speedway—and the other of that famous first litter hold all world's records for endurance. Every one of them are in service today and many of the first five hundred have over 100,000 miles of rough roads toured to their credit.

THAT IS WHY WE HESITATE to claim any real improvement in our 1912 model—persons who know will doubt our ability to improve on perfection—or what they consider the nearest approach to perfection that has ever been attained in a motor car.

BUT WE HAVE MADE A FEW minor changes that may rightfully be called improvements. There are some you will agree with, but longer need basic. The 1912 includes the elimination of long and bony fenders more room in front as well as rear seat. Body is several inches wider, making ample room for three 200-pounders in rear seat; drop frame instead of former straight frame, gives lower center of gravity and lower, more rakish appearance to car. Springs are longer also—both front and rear—always the easiest riding car, it is still more velocity in motion.

A FEW MECHANICAL CHANGES—not necessarily improvements in engine or engine think they are—improved steering gear—better facilities for oiling and adjusting. At the same time we have emulated the \$1,000 cars by placing spark and throttle levers top of steering wheel; large steering wheel of Circassian Walnut, gives classy appearance and makes "thumb and finger control" possible.

NO CHANGE IN MOTOR—you will be pleased to hear that. Fact is, we would not dare make the slightest change in that wonderful motor for fear we could never again get quite as powerful a one.

NEITHER HAS THERE BEEN any change in transmission, control, axle or chassis detail, save only those mentioned—the drop frame and longer springs.

E-M-F "30" IS MORE BEAUTIFUL though, than ever before. Truth to tell, we have had to make room for room for improvement in the outward appearance of this car. But you must remember that in order to give our customers the highest degree of mechanical excellence, in past years we had to design the body severely plain. And we are pleased to say that many now have adopted the opposite policy, made cars that are bold, bony and attractive—and are now either in the junk heap or on the way there—expected soon.

BUT HOW IT IS DIFFERENT—we have added more smooth, plants and they are paid for. We have a more perfect organization. Practically unlimited capital enables us to buy better—and prices of all materials are lower.

SO NOW WE CAN ADD apparatus to self-clean—luxurious appointments to mechanical perfection—and sell you that much better car in 1912 for a lower price than you paid in 1911—and \$100 less than we had to charge in 1910.

WE HAVE PROMISED from the first to improve whenever and whenever possible and to "divide with the buyer the savings we effect by our superior facilities." This 1912 announcement is the fulfillment of that promise.

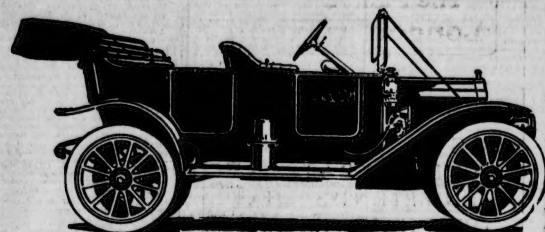
FOR THE PRICE HAS BEEN LOWERED—the big, luxuriously appointed model will now be \$1,400, f.o.b. factory. Let those try who may, none can equal this value. They never have been able to, and it is no part of our plan that they ever shall.

THE BODY IS A BEAUTY—of the most improved, "straight line" type—perfectly straight front to rear—no kinks, doors inside—door latches concealed, large ventilators in dash so it is just as cool in front as in rear. Also, we provide so doors can stand ajar, so speed of car suits you well, air, permitting cool air to replace it constantly. Actual thermometer tests show our front compartment to be cooler than rear. Only objection to fore-door design eliminated.

IN WORD the E-M-F "30" will continue to be in 1912, as it has always been—the best car in the world at less than \$1,500—the first choice in its class of any well-formed buyers. Others thrive on our leavings—they live because we cannot supply the full demand, even making as we do, one hundred of these cars every day.

AND THE PRICE IS LESS—to less. Price of 1911 model (fore-door touring car) was \$1,500. For 1912 it is \$1,400 instead of \$1,500. The reason for this is the economies we have made from time to time ever since we started in business, that "we divide with the buyer the savings we are able to effect by our superior facilities for manufacturing and selling the product to the buyer." It is not a cut—in—it is necessary to keep the cost down, which has been almost impossible to get E-M-F "30" or Flanders "20" cars during the past few months, despite the fact we are the largest manufacturers in the world. No, this reduction in price is simply another evidence that we keep our promises as we progress and improve facilities for making a better car for less, we divide with the buyer.

MADE IN FOUR MODELS for 1912: Fore-door, Five-passenger Touring Car, \$1,400; Fore-door Detachable Demi-Tonneau, \$1,400; Fore-door Roadster, \$1,400; Coupe \$1,800. Full detailed specifications in handsome catalogue.



Flanders "20" Fore-Door Touring Car, \$1,000

Mohair Top, Brass Bound Windshield and Speedometer, \$110 extra

OF THE THREE SPEED FLANDERS "20" we need only say the 1912 model is identical with that of 1911—just as good in every particular. No better—for we don't know how to make a better car than our 1911 Flanders model proved. From the day we turned out the first three-speed Flanders "20" model this car has been the sensation of the motoring world in the light car class.

YOU WILL REMEMBER that the two-speed Flanders model did not come up to her designer's expectations. Ninety-five per cent. of those who got them are perfectly satisfied—but we were not. We said so frankly a year ago when we announced the three-speed model.

WE USE STRONG STATEMENTS in our ads—we have the goods and ordinary terms cannot do justice to them. So do others deal in superlatives when they are proclaiming hoped-for virtues. Past errors they are singularly silent about, however.

WE HAD TO ADMIT that the two-speed idea was wrong for a touring car. Its only advantage was cheapness of manufacture, and, while we had the customer's interest at heart when we designed the two-speed Flanders "20," we found we were mistaken and that the customer—experienced buyers anyway—would gladly pay a trifling more to have the added efficiency and superior control of a three-speed selective sliding gear transmission.

WHILE WE WERE ABOUT IT we designed the handsome fore-door touring body that ever was seen on a moderate priced car.

AND WHAT A RECORD she has made—it is simply splendid. Discredited by her past, dealers and individual buyers alike were supercritical. Competitors "knocked" for her and tried to convince buyers that the three-speed model was really no great improvement over the former two-speed. We sometimes think this very knocking was our greatest advertisement, for, of course, the public knew that the man whose name this car bore would stand back of the product—it had been his pride from the first.

SO THEY DETERMINED TO TRY the new car out. And they certainly did figure out some grueling tests—speed, hill-climbing, mud-plugging, sand-fighting—every imaginable stunt that could break down a car or prove herability. And Flanders "20" always came up smiling. The astonishment of her opponents was something to see. She has won the hearts of thousands of drivers sweeping from her path every would-be rival, till today she is acknowledged leader. Dealers tell us there would be no other light touring car sold if they could get enough three-speed Flanders to fill the demand.

WE HAD IN MIND in designing this car, the great class of well-to-do business men who want a family car of economy, seating five and capable of taking them anywhere—people who want a car of sterling quality—and that day has passed. The opinions of other makers to the contrary notwithstanding, we believe the farmer and the man in the village has just as artistic a sense as is just as well informed on up-to-date design as the city man. And we determined to make a handsome car as well as a good one.

HOW WE COULD HAVE DONE as we did with E-M-F "30" five years ago—designed with the single cylinder, chain drive and without regard to appearance. But to that day has passed. The opinions of other makers to the contrary notwithstanding, we believe the farmer and the man in the village has just as artistic a sense as is just as well informed on up-to-date design as the city man. And we determined to make a handsome car as well as a good one.

THAT COSTS MORE, OF COURSE—there is actually over \$20 more factory cost in Flanders "20" than in any of its competitors—yet there is not nearly that difference in the selling price.

COMPARE THEM—Ask your local dealer to drive his Flanders "20" demonstrator up beside one of the several makes of "tin cars" so you can see the wonderful difference.

COMPARE POINT FOR POINT—the French-type hood of the Flanders with the simple, cheap-looking—and cheap—motor cover on the front of the other. The full fenders of the Flanders with the scrawny, tiny-looking mud-guards of cars that presume to compete with it. Even the equipment—lamps, top, wind-shield, are superior in looks and in quality.

APPEAL IS IMPORTANT—However matter-of-fact a man may claim to be, his wife and daughters crave the artistic and the beautiful. And Flanders "20" is their choice because they find it to be at a degree as in the highest priced car on the market.

YOUR MECHANICAL SENSE will also be appealed. We are talking to you, Mr. Practical Man—if you will investigate chassis details and power plant. You will find a four-cylinder motor of most approved French type and a transmission like that in E-M-F "30"—same excellent axle design too, and you will find, if you know steel, that the materials that go into this car are not surpassed in quality by that used in any automobile at any price—bar none.

FLANDERS "20" HAS NO RIVAL when you consider all points. No other car on the market gives the buyer so much mechanical excellence and so much to be proud of in appearance as the Flanders "20" at \$1,000.

OUR ONLY PROBLEM IS DELIVERY—We are not going to make any rash promises. We cannot promise to deliver any car that is ordered. All we can do is to repeat that we are making hundreds daily. That we are doubling our factory facilities as fast as bricks can be laid and machinery installed. That we will be making two hundred a day within ninety days and will work a full force all winter, in hopes of catching up with the demand—but that is the limit of our ability for the present.

SAME REDUCTION IN PRICE of this model as E-M-F "30"—\$50 less for 1912 than 1911 model. And same reduction in price for the three-speed model. We have distributed the "overhead" expense thinner over a larger number of cars and enables us to effect other economies in manufacture. Also in selling—we very easily believe it costs less to consider an E-M-F "30" or Flanders "20" from factory to you than any other motor car. Reason is we don't have to sell them—customers come to us and buy, having found from other owners that nowhere else can such value, such service, such satisfaction be obtained in an automobile for anywhere near the price. Consider the policy outlined at the foot of second column of this ad (applies to Flanders "20" as well as to E-M-F "30") we divide the demand—the buyers the savings we effect.

FOUR MODELS OF THIS CAR ALSO FOR 1912—Four-door, Five-passenger Touring Car—slightly smaller than E-M-F "30"—not quite so speedy—45 miles an hour—but just as efficient, \$1,000. Four-passenger Suburban—ideal car for rural residents—\$1,000. Two-passenger Roadster, \$950. Two-passenger Coupe \$1,000. Full detailed specifications in catalogue.



E-M-F "30" Fore-Door, Detachable Demi-Tonneau, \$1,400. Mohair Top, Brass Bound Windshield and Speedometer, extra \$110.

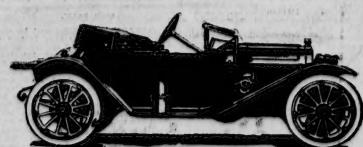
The E-M-F Company of Canada, Ltd.

Factory and Head Office: Walkerville, Canada

BRANCHES: 447 Yonge Street • 82 James Street North

TORONTO • HAMILTON

Distributors: The Scott Motor Ltd.



E-M-F "30" Fore-Door, Roadster, \$1,400. Mohair Top, Brass-Bound Windshield and Speedometer, extra \$110.

Reasons why you should buy Lots in the
MARTIN ESTATE

Edmonton's population will in all probability double itself in the next three years. Now, if you put 100,000 people in Edmonton to-day you will find that some of them will be living five and six miles away from the business centre of the town, the question is will they do that? Decidedly not. A large percentage of them will build their homes in Strathcona. The Martin Estate is only $2\frac{1}{2}$ miles from the Edmonton Post Office. Some people are building on it now. In a few weeks quite a number of men will have started their homes here. In a few years it will all be built up. If you want to get in you will have to do it now. You can figure out for yourself where that 100,000 people are going to go.

Say you bought a Lot in the Martin Estate to-day. Perhaps you may never want to live on it. We'll say, for example, that you don't. As soon as the High-Level Bridge is completed one fare of five cents will take you anywhere in the Twin Cities. That is a big consideration to you. Your property is situated a few blocks from a car line which is in direct communication with the City of Edmonton. Therefore, the result is that your property is two or three times as valuable as soon as the High-Level Bridge is finished. You cannot help making money by buying this property now. Do it to-day! Come in and talk the matter over with us.

Do you want to have your home located in the midst of all the noise and bustle of a large city? Edmonton is bound to be an enormously great city. Many people have realized that fact already; many more people will realize it. It is far better to build in a quiet locality so that when you come home at night completely exhausted you will find the rest and comfort that your body needs. Strathcona is bound to be the best Residential District for Edmonton's Elite People. The Martin Estate is one of the best located sub-divisions on the market, being only 10 minutes walk from Whyte Avenue—the Retail Centre of Strathcona—and also being in a direct line with the new High-Level Bridge.

Probably the greatest consideration of them all is the environment your children will have. This is of prime importance to your own happiness as well as to the health and strength of your children. There is a large Public School a few blocks north of the Martin Estate. The building is of brick and in full use now. And furthermore, the University and Collegiate Institute are located in Strathcona. Thus it will not be necessary for your children to cross the river to gain an education. You can make no mistake in buying The Martin Estate.

\$150 and up LOTS up from \$150

1-4 Cash and Balance \$10 per month

Phone
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J.G. TIPTON & SONS
 Sole Agents
STRATHCONA

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